MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2015/2016

BMK2034 – MARKETING STRATEGY

(All Sections / Groups)

13 OCTOBER 2015
2.30PM – 4.30PM
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages excluding cover page with 8 Questions only.

2. Answer only **FIVE** questions. Mark distribution for each question is given.

3. Please write all your answers in the Answer Booklet provided.

INSTRUCTION: Answer only FIVE (5) questions.

QUESTION 1

Modern communications tools include digital communications and word-of-mouth (WOM) communication. Based on this information,

a) Compare and contrast both tools.

10 Marks

b) Which tool would be suitable for an expanding organic canned food business? Explain and justify your choice.

10 Marks

QUESTION 2

Execution focuses on the method (style) firms use to turn core messages into effective advertising. Explain the FIVE (5) main styles of rational appeal in advertising execution.

20 Marks

QUESTION 3

To mount an effective selling effort, sales managers focus on various tasks. These tasks include setting achieving sales objectives. Sales and profit-based objectives are the most popular performance measures, but the firm may also consider FOUR (4) other metrics. Explain them.

20 Marks

QUESTION 4

Direct distribution, combined with database marketing, is a serious alternative to indirect distribution. Explain FOUR (4) forms of direct distribution in B2C.

20 Marks

Continued...

QUESTION 5

Retailing is the sale of goods and services from individuals or organizations to consumers or end-users. It is an ever-changing industry that seeks to optimize customer value and retention. Explain FIVE (5) modern retailing trends known to you.

20 Marks

QUESTION 6

Sales are sensitive to short-term promotions. Promotional activities however, can have negative effects. Explain FIVE (5) negative effects of promotions.

20 Marks

QUESTION 7

Opportunities for firms to engage in international and global marketing are large and growing. Explain FIVE (5) reasons why a company chooses to go abroad.

20 Marks

QUESTION 8

Suppose you are a marketing executive for a beverage firm that sells and distributes a full line of carbonated drinks. What legal and ethical issues would concern you when designing a market strategy for your new orange flavoured carbonated drink?

20 Marks

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